

MAKT 289 : Understanding the Customer

This course introduces the learners to the theory of consumer behavior and relates it to the practice of marketing from the standpoint of needs and wants the process by which they are satisfied, and the environment in which the behavior occurs. The learners will explore the various concepts developed in psychology, economics, and sociology and their relationship to consumer behavior. Emphasis will be grounded on frameworks on how internal and external influences shape behavior.

Credits 3

CIP Code

52.1401

Prerequisites

Or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

ENGL 111

LIBR 150

MAKT 201

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Identify the key terms, concepts, and theories of consumer behavior.
- Evaluate the principal arguments of consumer behavior; critically assess strengths, limitations and applications.
- Apply consumer behavior concepts to real-world marketing problems and develop better marketing programs and strategies to influence those behaviors.
- Analyze the current trends in consumer behavior, and apply them to the marketing of an actual product or service.